

## Module 7: Marketing & Communications

### Brand Attribute Assessment

Field	Value
Define Research Methodology	testing
Name Top 10 Attributes	ewrewrwe, ewrewr, ewrwer, werewr, ewrewsdfsd
Remarks	testing

### Branding Attributes

Field	Value
Attributes	ewrewrwe
Reference Retailer 1	ewrer
Reference Retailer 2	N/A
Own Brand	sadasd
Brand Positioning Statement	N/A

### Marketing and Communication

Field	Value
Marketing Budget	Rs. 100
Rational	testing

### Integrated Marketing

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
Nethaji	Rs. 100	324324	3234234	432423	nethdflds
Nethaji	Rs. 100	324324	3234234	432423	nethdflds

Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions
32423	Rs. 100	er234233	323232	323232	testun

## Marketing Competitor

Field	Value
Name of Reference Retailer	N/A
Marketing Communication	sdfsdfsgbdfc
Plan Activities	oiufytfrdeswa

## Brand Journey

Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication
65432	dsfsdf	100.0	dfgdfgdf	fdgdfgdfg

## Summary

Field	Value
Marketing Submissions	tewrewr
Marketing Summarise	edfdsf

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